FIRST THINGS FIRST
NORTHEAST MARICOPA REGION

Needs & Assets Data to Action Seminar
September 11, 2012

Meeting Proceedings

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1. Flyer

FIRST THINGS FIRST

DATA to ACTION
SEMINAR

GOALS:

» Review data highlights from the 2012 Needs and Assets Report

» Making meaning of our needs and assets

» Linking community trends to First Things First action

MEETING DETAILS

TUESDAY, SEPTEMBER 11, 2012
11:30 AM – 3:30 PM *(Lunch will be provided)*

Granite Reef Senior Center ◆ Room 8
1700 North Granite Reef Road, Scottsdale

RSVP and Questions:

Eman Yarrow, Ph.D.
Regional Director
Northeast Maricopa
Regional Partnership Council

(602) 771-4983
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2. Agenda

DATA TO ACTION SEMINAR
September 11, 2012 • 11:30 AM – 3:30 PM

AGENDA
Granite Reef Senior Center, Room 8 • 1700 North Granite Reef Road, Scottsdale

OUTCOMES FOR THE DAY:
1) Review data from the 2012 Needs and Assets Report
2) Assist with telling the story about the data
3) Understand how to move from data to action
4) Think about prioritization and messaging

11:30	Lunch	
	• Attendees gather lunch before the seminar begins	
	Welcome	
	• Purpose and goals for the day	Eman Yarrow Pat VanMaanen
	Agenda Review and Introductions	
	• How do you contribute to First Things First? • What is your passion?	Susan Brutschy All
	Data presentation	
	• Presentation highlighting data in the 2012 Needs and Assets Report » Understanding our Needs and Assets » School Readiness Indicators	Susan Brutschy
	Small Group Discussion	
	• Most surprising data • Emerging needs • Faces of our families	All
1:00	Break - 15 minutes	

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	Data to action	
	• **Moving from data to action**	**Susan Brutschy**
	» **Results framework**	
	» **Aligning community indicators and programs**	
	Prioritization – Small Group Work	
	• **Discussion about regional priorities: population groups, emerging issues, and assets**	**All**
	Messaging and Dissemination	
	• **Telling the stories**	**Susan Brutschy**
	» **How to disseminate findings throughout the region and to key stakeholders?**	**All**
	» **How can you help share the story?**	
	Making the Connection	
	• **How do you talk about your contribution?**	**Susan Brutschy**
	• **Data development agenda**	
	Turning the Curve: Planning for the New Funding Cycle	
	• **Next Steps: Process, programs, and partnerships**	**Eman Yarrow**
3:15	**Closing**	**Eman Yarrow** **Pat VanMaanen**

W W W . A P P L I E D S U R V E Y R E S E A R C H . O R G

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3. Presentation

WELCOME AND INTRODUCTIONS

- How do you contribute to First Things First?

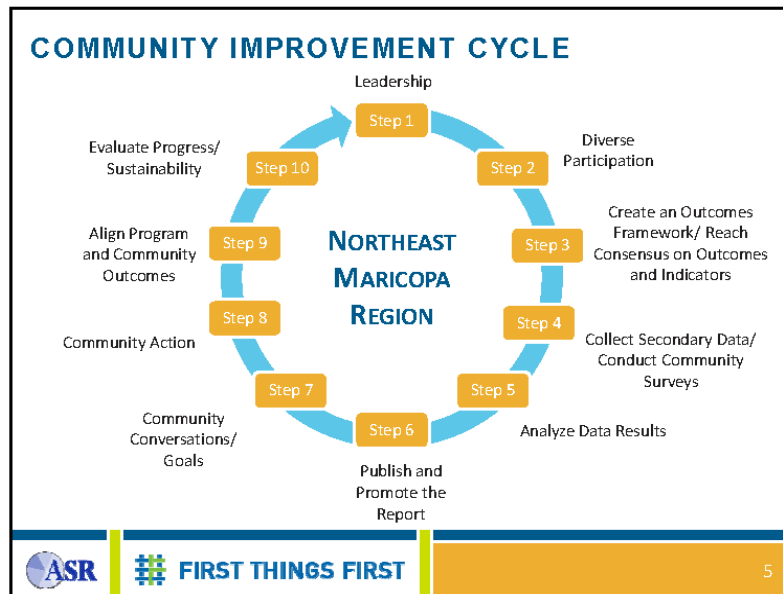- What is your passion?

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DATA PRESENTATION

- Community Improvement Cycle
- Demographics
- Economic Indicators
- Health Data
- Education Data
- Areas of Strength
- Areas of Need and of Improvement
- School Readiness Indicators

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COMMUNITY IMPROVEMENT CYCLE

Leadership — Step 1

Diverse Participation — Step 2

Create an Outcomes Framework/ Reach Consensus on Outcomes and Indicators — Step 3

Collect Secondary Data/ Conduct Community Surveys — Step 4

Analyze Data Results — Step 5

Publish and Promote the Report — Step 6

Community Conversations/ Goals — Step 7

Community Action — Step 8

Align Program and Community Outcomes — Step 9

Evaluate Progress/ Sustainability — Step 10

NORTHEAST MARICOPA REGION

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DEMOGRAPHICS

- 335,476 people were living in the First Things First Northeast Maricopa Region in 2010.
- An estimated 17,258 children were ages birth through five.
  - Carefree: 59
  - Cave Creek: 182
  - Fort McDowell Yavapai Nation: 117
  - Fountain Hills: 827
  - Paradise Valley: 560
  - Rio Verde CDP: 0
  - Scottsdale City: 11,172
  - Remainder of the Region: 4,341

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DEMOGRAPHICS

FTF Northeast Maricopa Region Population

YEAR	TOTAL POPULATION	POPULATION UNDER 6
2000	313,721	20,064
2010	335,476	17,258

Source: U.S. Census Bureau. (2011). Census 2010, Table PCT-12

Race/Ethnicity for Children Birth Through Five

RACE/ETHNICITY	PERCENTAGE
White, Alone	72.5%
Hispanic/Latino	15.2%
Asian	4.6%
Black or African American	1.6%
American Indian	0.9%
Other	5.2%

Source: U.S. Census Bureau. (2011). Census 2010, Table PCT-12

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DEMOGRAPHICS

Language Spoken in the Home

Other Languages 5.8%
Spanish 9.6%
English Only 84.6%
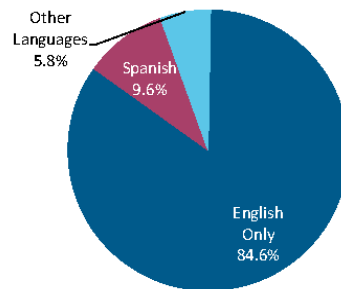
Source: U.S. Census Bureau. (2010). *Summary* File 3, Table QT-P16.

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DEMOGRAPHICS

Types of Families with Children Ages Birth Through Five
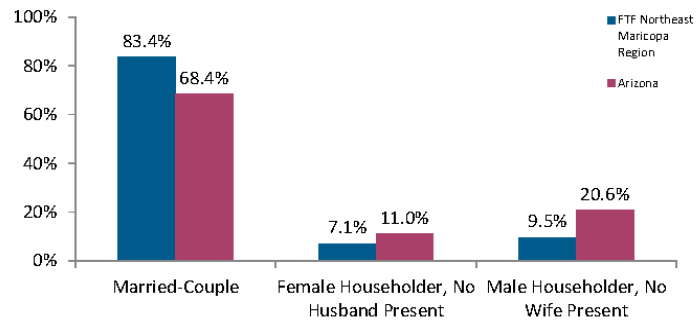
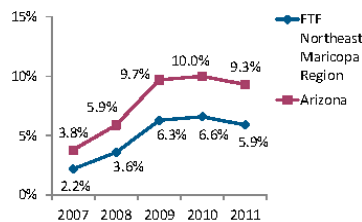Source: U.S Census Bureau. (2011). Table B09002.
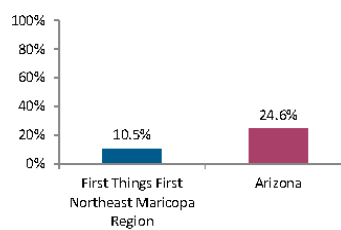
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ECONOMY

Unemployment Rate

Source: Department of Commerce Research Administration. (2011). Special unemployment report. *Arizona Workforce Informer.*

Children Ages Birth Through Four Living Below Poverty Level

Source: U.S. Census Bureau. (2011). Table B17001

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ECONOMY

Median Family Income in the Past 12 Months with Own Children under 18

SCHOOL DISTRICT	MARRIED COUPLE FAMILY	MALE HOUSEHOLDER, NO WIFE PRESENT	FEMALE HOUSEHOLDER, NO HUSBAND PRESENT
Cave Creek Unified	$140,094	$107,148	$41,293
Fountain Hills Unified	$106,620	$70,227	$30,000
Paradise Valley Unified	$96,068	$49,178	$38,976
Scottsdale Unified	$125,142	$62,361	$43,315
Scottsdale City	$127,828	$66,364	$45,956
Maricopa County	**$78,241**	**$41,227**	**$29,390**
Arizona	$72,316	$38,509	$26,377

Source: U.S. Census Bureau. (2011). Table B19126.

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BASIC NEEDS

Number of Families Receiving Supplemental Nutrition Assistance Program (SNAP/Food Stamps)
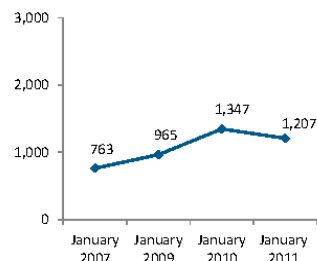
Data points: January 2007: 763; January 2009: 965; January 2010: 1,347; January 2011: 1,207

Source: Arizona Department of Economic Security. (2011). DES Multidata Database. (Unpublished Data).

Families with Children Ages Birth Through Five Receiving TANF
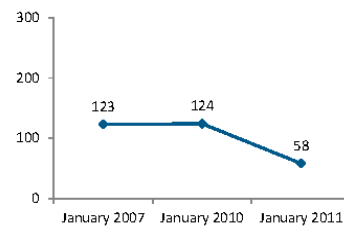
Data points: January 2007: 123; January 2010: 124; January 2011: 58

Source: Arizona Department of Economic Security. (2011). DES Multidata Database. (Unpublished Data).

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HEALTH

Women Who Began Prenatal Care in First Trimester of Pregnancy
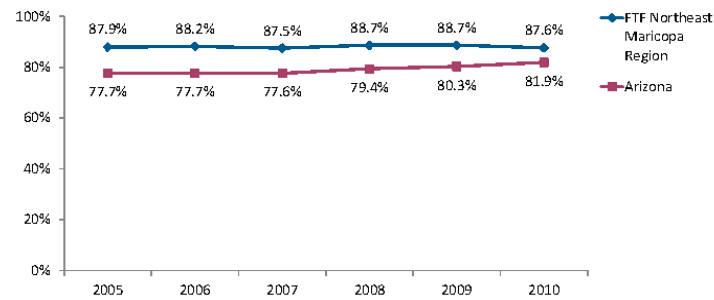
Source: Arizona Department of Health Services. (2011). Health Status and Vital Statistics.

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BIRTHS

- There were 2,619 total births in the region in 2010.
- Approximately 8% of babies were born at low birth weight (less than 2,500 grams) in the region compared to 7% in Arizona in 2010.
- Four percent of births in the First Things First Northeast Maricopa Region were to teen mothers. The highest percentage of teen births were on the Fort McDowell Yavapai Nation (13%), followed by Fountain Hills (4%) and Scottsdale (4%) in 2010.

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HEALTH INSURANCE

Children without Health Insurance Coverage, 2009

- No coverage 12.8%
- Coverage 87.2%
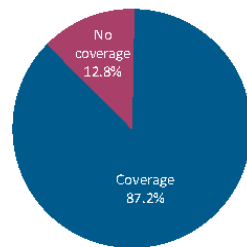
Source: U. S. Census Bureau. (2009).

KidsCare Enrollment

- February 2011: 13,669
- February 2012: 7,631
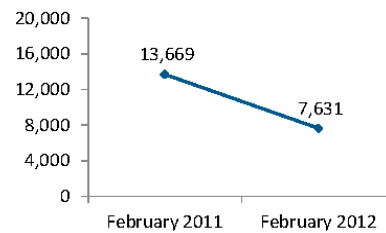
Source: Arizona Health Care Cost Containment System. (2011).

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CHILD'S HEALTH STATUS

Parent Perceptions of the Statement "Compared with Other Children Ages Birth through Five, Would You Say that Your Child's Health Is…", 2008
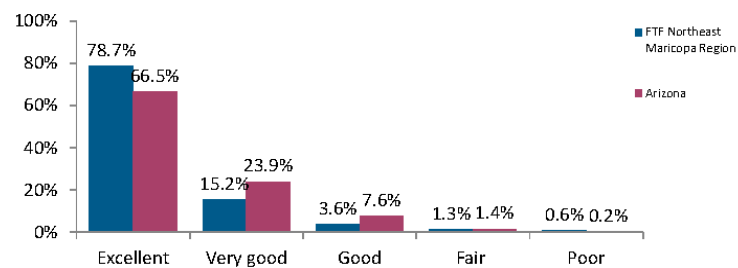
Legend:
- FTF Northeast Maricopa Region
- Arizona

	Excellent	Very good	Good	Fair	Poor
FTF Northeast Maricopa Region	78.7%	15.2%	3.6%	1.3%	0.6%
Arizona	66.5%	23.9%	7.6%	1.4%	0.2%

Source: First Things First. (2008). Family and Community Survey. (Unpublished Data).

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CHILD'S HEALTH

Parent Responses to the Statement "My Child/Children Age Five and Under Have Regular Visits at the Same Doctor's Office"

- Somewhat agree 2.7%
- Strongly agree 96.6%

Source: First Things First. (2008). Family and Community Survey. (Unpublished Data).

Parent Responses to the Statement "My Regular Medical Provider Knows my Family Well and Helps Us Make Healthy Decisions"

- Somewhat disagree 1.6%
- Strongly disagree 2.3%
- Somewhat agree 18.0%
- Strongly agree 77.5%

Source: First Things First. (2008). Family and Community Survey. (Unpublished Data).

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IMMUNIZATIONS

Children Ages 19 Through 35 Months with Completed Vaccination Schedule

- First Things First Northeast Maricopa Region: 33.0%
- Arizona: 56.0%

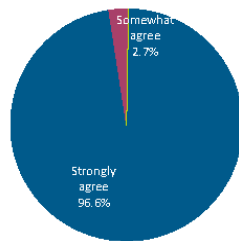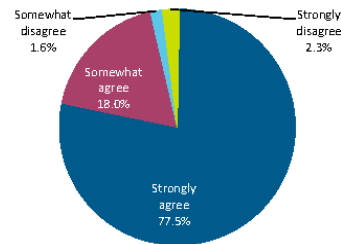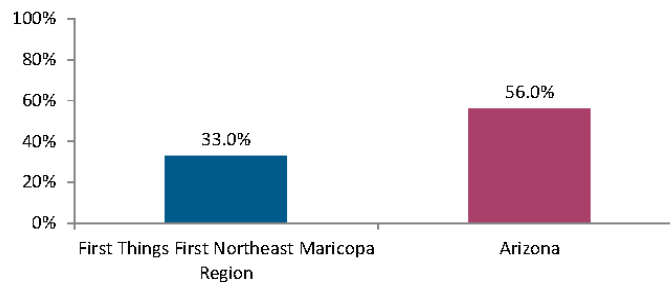Source: Arizona Department of Health Services. (2011).

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ORAL HEALTH

Parent Responses to the Statement "My Child/Children Age Five and Under Have Regular Visits with the Same Dental Provider," 2008
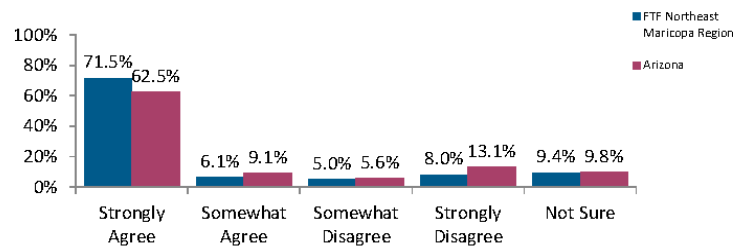
Legend:
- FTF Northeast Maricopa Region
- Arizona

Response	FTF Northeast Maricopa Region	Arizona
Strongly Agree	71.5%	62.5%
Somewhat Agree	6.1%	9.1%
Somewhat Disagree	5.0%	5.6%
Strongly Disagree	8.0%	13.1%
Not Sure	9.4%	9.8%

Source: First Things First. (2008). Family and Community Survey. (Unpublished Data).

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SPECIAL NEEDS

- Some communities in the region have no professionals or services for particular speech language needs. For example, Paradise Valley, Fountain Hills and Carefree have no hearing aid dispensaries, Carefree has no audiologists, and Paradise Valley and Fountain Hills have no speech language assistants.

- The vast majority of all speech language and hearing professionals and services are located in Scottsdale.

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CHILD CARE SERVICES

Estimated Child Care Need and Availability

CHILD CARE INDICATOR	2010
Estimated Number of Children (Ages 0-11) with Parents in the Labor Force	27,240
Number of Licensed Child Care Spaces	11,971
Estimated Percent of Children (Ages 0-11) with Parents in the Labor Force with Licensed Child Care Available	43.9%

Source: U.S. Census Bureau. (2011). Table B23008- Age of Own Children Under 18 Years in Families and Subfamilies by Living Arrangements by Employment Status of Parents. *American Community Survey 2006-2010 5-Year Estimates.*

Families Eligible and Receiving Child Care Subsidies

	JANUARY 2009	JANUARY 2010
Number of families eligible for subsidies	341	195
Number of families receiving subsidies	285	154
Percent of eligible families receiving subsidies	83.6%	79.0%
Percent of eligible children receiving subsidies	79.5%	75.2%

Source: Arizona Department of Economic Security. (2011). DES Multidata Database. (Unpublished Data)

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COST OF CHILD CARE

- The median daily cost of full-time child care is as high as $41 per day or about $10,660 per year.
- This is **14%** of the Maricopa County median married couple income—and over a third (36%) of a single mother's income.

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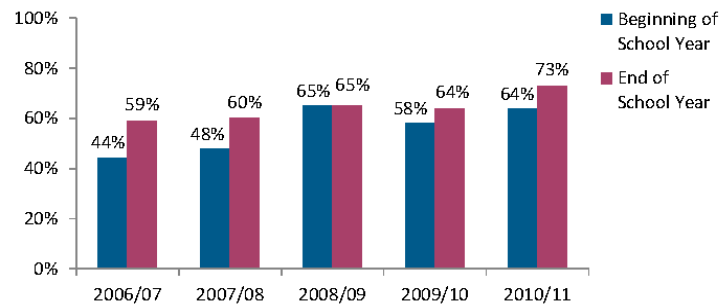
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SCHOOL READINESS

Students at Benchmark (Grade Level) on the AIMSweb Kindergarten Literacy Readiness, Cave Creek Unified School District

Source: Cave Creek Unified School District. (2012). Personal Communication with District Representatives.

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3RD GRADE AIMS READING

AIMS Reading: 3rd Grade Students Passing the Standard

| SCHOOL DISTRICT	YEAR				
	2007	2008	2009	2010	2011
Cave Creek Unified School District	88%	91%	89%	90%	93%
Fountain Hills Unified School District	92%	80%	89%	81%	82%
Paradise Valley Unified School District	78%	78%	79%	81%	84%
Scottsdale Unified School District	86%	84%	83%	-	89%
Maricopa County	-	**69%**	**73%**	**74%**	**78%**
Arizona	69%	69%	72%	73%	76%

Source: Arizona Department of Education. (2012). School Report Cards.
Note: A dash (–) indicates data that was unavailable for that year or grade for a district.

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HIGH SCHOOL GRADUATION RATE

High School Graduation Rate
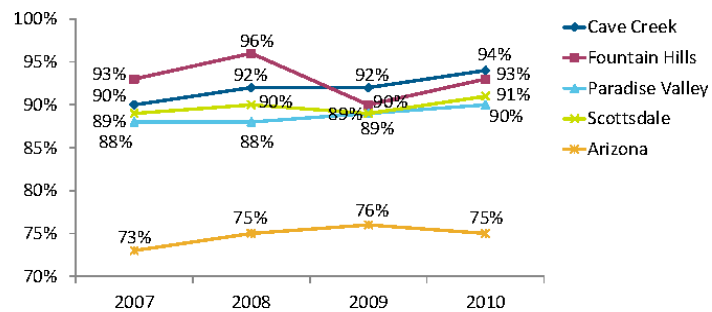
Source: Arizona School Boards Association. (2012).

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SOCIAL SUPPORTS

Parents Who Report that they "Frequently" Rely on Family and Community Members for Support
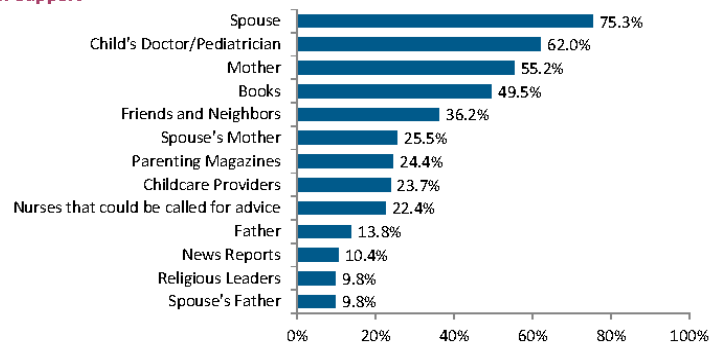
Spouse	75.3%
Child's Doctor/Pediatrician	62.0%
Mother	55.2%
Books	49.5%
Friends and Neighbors	36.2%
Spouse's Mother	25.5%
Parenting Magazines	24.4%
Childcare Providers	23.7%
Nurses that could be called for advice	22.4%
Father	13.8%
News Reports	10.4%
Religious Leaders	9.8%
Spouse's Father	9.8%

Source: First Things First. (2008). Family and Community Survey. (Unpublished Data).

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AREAS THAT WERE IDENTIFIED AS STRENGTHS

- Low levels of poverty and unemployment, compared to the state
- More women were receiving prenatal care than in Arizona as a whole
- Children have access to primary health care
- Students are passing 3rd grade reading standards and graduating high school
- Parents are accessing social supports

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AREAS IN NEED OF IMPROVEMENT

- Need for additional quality child care services
- School readiness improvement is critical
- More children ages 19 to 35 months should be receiving scheduled immunizations
- There is wide income inequality within the First Things First Northeast Maricopa Region
  » Median income for a married couple family in the Cave Creek Unified School District was $140,094, compared with $96,068 for a married couple family in Paradise Valley Unified School District, and $43,315 for a female headed household with no husband present in the Scottsdale Unified School District.

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SCHOOL READINESS INDICATORS

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SCHOOL READINESS INDICATORS

- # and % of families who report they are competent and confident about their ability to support their child's safety, health, and well-being
- # and % of children demonstrating school readiness at kindergarten entry in the developmental domains of social emotional, language and literacy, cognitive and motor and physical
- # and % of children with untreated tooth decay
- # and % of children enrolled in early care and education programs with a Quality First rating of 3-5 stars

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AVAILABLE DATA FOR SCHOOL READINESS INDICATORS

- # and % of families who report they are competent and confident about their ability to support their child's safety, health, and well-being
    - » No data was reported on this measure in the 2012 Needs and Assets Report. Proxy measure- social supports?
- # and % of children demonstrating school readiness at kindergarten entry in the developmental domains of social emotional, language and literacy, cognitive and motor and physical
    - » Cave Creek Unified School District saw an increase in students at grade level between 2006/07 and 2010/11 at both the beginning and end of the school year as well as with students at grade level by the end of the school year when compared with the year's start. In 2010/11, 64% of students began the year at grade level and 73% ended the year at grade level.

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AVAILABLE DATA FOR SCHOOL READINESS INDICATORS

- # and % of children with untreated tooth decay
    - » In 2008, 78% of parents of children under five in the First Things First Northeast Maricopa Region agreed that their child/children had regular visits with the same dental provider, as compared to other Arizona parents (72%).
- # and % of children enrolled in early care and education programs with a Quality First rating of 3-5 stars
    - » There were 104 child care programs in the First Things First Northeast Maricopa Region in 2011.
    - » There were 18 Quality First programs in the region in 2011.
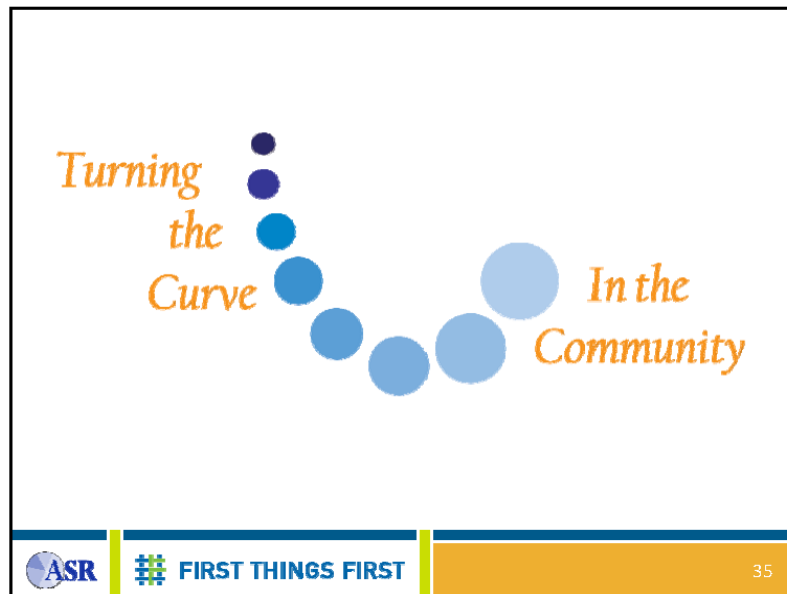
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BREAK

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SMALL GROUP WORK

- Emerging needs
- Faces of our families

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Turning the Curve — In the Community

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RESULTS FRAMEWORK: RESULTS BASED ACCOUNTABILITY (RBA)

- The importance of a common language
- Desired conditions of wellbeing
- What are the quality of life conditions we want to achieve for children, adults, and families in our community and in our programs?
- Community /Population Change
  » What would it take to achieve desired conditions of wellbeing for all?
- Choosing indicators: meaningful, priorities, urgency, standardized, comparable
- Proxy power
- Turning the curve
- Aligning programs and communities
- Evaluation: contribution/ attribution

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WHY ASR USES RBA

- To measure and improve outcomes at the community, system, and program level
- To identify "what works" to turn the curve
- To tell the story behind the curve and identify the partners with a role to play
- To promote new partnerships to achieve common results
- To assist in defining and measuring results
- To create an action plan based on a theory of change
- For streamlining reporting and common-sense evaluation
- For efficiency and effectiveness
- It's simple and easy to understand
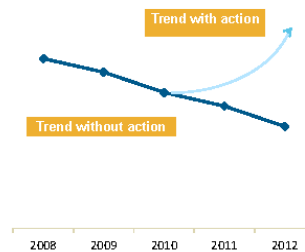
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TURNING THE CURVE

Community Result:

Children are ready for school

Indicator:

Percentage of children demonstrating school readiness at kindergarten entry in the developmental domains of social emotional, language and literacy, cognitive and motor and physical

Trend with action

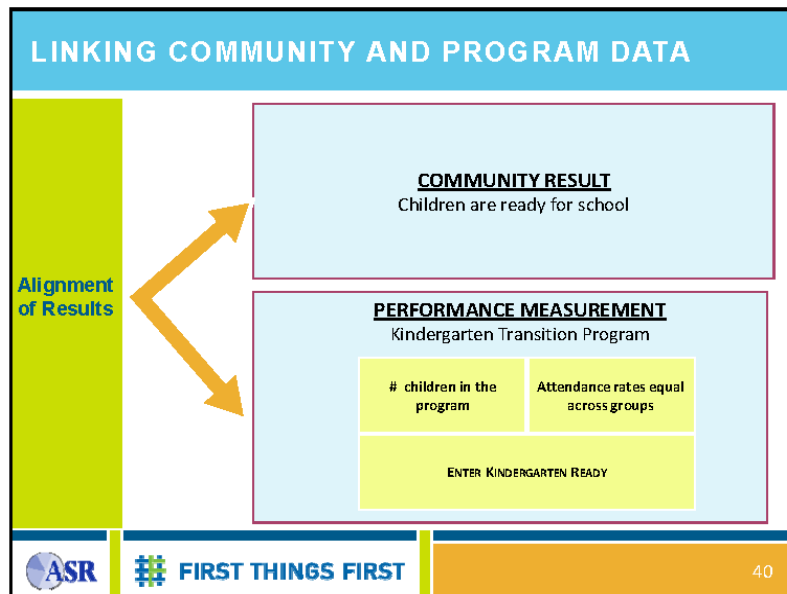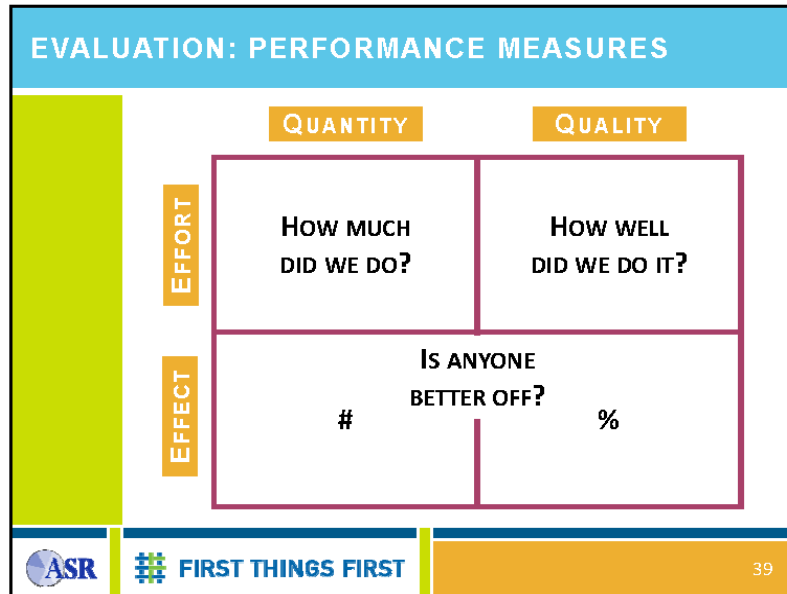Trend without action

2008 2009 2010 2011 2012

Story behind the trend:

Parents are not sure about their role in preparing their child for kindergarten

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PRIORITIZING INDICATORS

- **Regional priorities**
- **Population groups**
- **Emerging Issues**
- **Assets**

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PROGRAMS PROVIDING SERVICES FOR PRIORITIZED INDICATORS

- School Readiness
  - » Library Programs: Scottsdale Public Library, Civic Center and Mustang Libraries, Fort McDowell Yavapai National Tribal Library
- Oral Health Care
  - » First Things First Northeast Maricopa Regional Partnership funds the Maricopa County Department of Public Health which provides oral health services and education
  - » Scottsdale Healthcare's Neighborhood Outreach Access to Health (NOAH) program

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PROGRAMS PROVIDING SERVICES FOR PRIORITIZED INDICATORS

- Quality Early Care and Education Programs
  - » FTF Northeast Maricopa Regional Partnership Council
    - Pre-kindergarten scholarships
    - Quality First Child Care Scholarships
    - TEACH

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FTF NORTHEAST MARICOPA REGIONAL COUNCIL FUNDED PROGRAMS

- **Child Health Care Consultation program**
  - » Provides support to qualified health professionals to assist child care providers in achieving high health and safety standards for the children in their care.
- **Mental Health Consultation**
  - » For teachers and caregivers. Tuition reimbursement to support professional development.
- **Voluntary in-home services**
  - For infants, children and their families. Service areas include the Fort McDowell Yavapai Nation and focus on parenting skills, early physical and social development, literacy, health and nutrition.
- **TEACH**
  - » Designated funding supports 20 TEACH scholars who work in non-Quality First early childhood programs in the region.

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FTF NORTHEAST MARICOPA REGIONAL COUNCIL FUNDED PROGRAMS

- *Pre-kindergarten scholarships*
  - » To increase the number of three and four year olds enrolled in high quality preschool programs that will prepare them to succeed in kindergarten and beyond.
- *Quality First Child Care Scholarships*
  - » Enables children from low-income families to attend quality early care and education programs.
- *The Center for Autism and Related Disorders*
  - » Provides short-term focused crisis intervention and supports to families whose children face significant behavioral, developmental, or mental health issues.
- *Teen Outreach Pregnancy Services*
  - » Provides prenatal and parenting education, mentoring, peer support, and father and family involvement to support pregnant and parenting teens and young adults.

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FTF NORTHEAST MARICOPA REGIONAL COUNCIL FUNDED PROGRAMS

- *Community Outreach staff member*
  - » Communicates with local organizations, gathers stories about the impact of FTF strategies, and recruits and retains champions for early childhood education and health.
- *Media campaign*
  - » Draws community members to the ReadyAZKids.com website.

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FTF NORTHEAST MARICOPA REGIONAL COUNCIL FUNDED PROGRAMS

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- *Media campaign*
  - » Draws community members to the ReadyAZKids.com website.

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MESSAGING AND DISSEMINATION

- How to disseminate findings throughout the region and to key stakeholders?

- How can you help share the story?

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MAKING THE CONNECTION

- How do you talk about your contribution?
- Data development agenda

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TURNING THE CURVE: PLANNING FOR THE NEW FUNDING CYCLE

- Next Steps
  - » Process
  - » Programs
  - » Partnerships

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THANK YOU

For more information, please contact:

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Applied Survey Research (ASR) is a nonprofit, social research firm dedicated to helping people build better communities by collecting meaningful data, facilitating information-based planning and developing custom strategies.

ASR **FIRST THINGS FIRST**

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4. Meeting Notes

Data presentation: Data comments and questions

- TANF data doesn't seem to make sense.
- What are the reasons for parents not immunizing their children?
- Special needs are an area of interest.
- Old data from 2008 which doesn't accurately reflect the current needs.
- Have to look at access to services, especially money for transportation to services.
- Do early childhood centers that exist offer special needs services?
- Child care data
  - » Want data about care by family members (grandparents, siblings, etc.)
  - » Are Boys and Girls club numbers included?
- Trend: Fewer children are in child care because of money problems.
- State requires K-readiness assessments now, so there should be more data available soon
  - » Will have gap in data because they are still developing core curriculum assessments
- Cave Creek is the only school assessing- interesting to look at the effect of this on 3rd grade reading scores
- AIMS 3rd grade scores: what about 4th grade, 7th grade, and High School?
- Scottsdale City has other programs looking beyond age 5
  - » Working on getting more attached to school.
  - » Have a lot of community members working hard to reach the goal of 100% graduation rate together.
- How do we define high quality preschools
  - » Children are pushed hard to perform at an early age, which causes reverse effected in the end
  - » Need to focus on social and emotional wellbeing
- Need to assess social and emotional characteristics as well as educational characteristics.
- Fountain Hill AIMS 3rd grade scores from 2008-2010 are a result of economics.
  - » Kindergarten census numbers are really down
- Is the graduation rate cohort or not?
  - » A lot of kids don't make the transition from 8th to 9th grade.
- Family income data: Cave Creek probably has both parents working, while Paradise Valley is probably only one parent working.
- Oral Health data- survey needs to define "regular visits" to more accurately capture data.
- Rewrite 1st school readiness indicator- it is not objective.

Data presentation: What were the most surprising data points to you?

- 78% untreated tooth decay is too high
- 41% 3rd graders with untreated tooth decay
- Language other than English seems low
- 13% teen pregnancy seemed high
- Immunization data

What issues should the Northeast Maricopa Region prioritize?

- Have to increase the number of children enrolled in quality care if school readiness is our ultimate goal.
- We don't have enough quality child care in the region.
  - » Need to raise the 1-2 star programs up to 3-5 programs.
- Have to do something about the waiting lists for Quality First programs.
- Not every program has to be Quality First. We have the option to ratings on any program through Quality First.
- Need to address barriers of Quality First programs: Cost to center, cost to families.
- Special needs children
  - » Early detection
  - » Parent education
  - » Parent awareness of resources
- Literacy
  - » Reading and Language
- Family basic necessities
  - » Food and Shelter
- Parent education classes
- Oral health (tooth decay already exists).
- Chronic disease (asthma, diabetes, obesity, statewide health priorities).
- School readiness- better data from other districts, better baseline data (Data from Cave Creek is only part of the region), need data that represents the entire region.
- Need to increase communication with school districts, especially the boards, because principals are not setting budgets.
- Need to increase collaboration to increase impact.
- Stigma exists to get services: If families see other families getting support, then feel better about getting support for their own family.
- Family resource centers
  - » Horizon community center in Scottsdale, can use as a family resource center
- Continuum of family support
  - » Teens, those who don't know where to get services, stigma
- How do we get funding to bridge gap for child care versus early education programs (First Things First scholarships)?
- Look at how we are funding teacher education in order to maintain quality.
- Need to educate parents about importance of play
- Increase First Things First advertising, and focus more on products
- There is a fight for money between early childhood money and senior services
  - » Need to link seniors with First Things First causes so they can help advocate
  - » Work with AARP (grandparents) needs to be done effectively to get them on board
- Need to educate general public about importance of Early Childhood Education.

What assets exist in the Northeast Maricopa Region?

- Smart Support program
    - » Build capacity among director and teachers about social and emotional well being
- NAEYC and NAC
- Families, friends and neighbors
- Preschool programs linked with school districts that are funded by First Things First
    - » Easier transition for kids, training of teachers (philosophy, goals, curriculum).
- Partnerships with community colleges
- TEACH
- Birth through 5 helpline
    - » Need to let people know about this because people are not using it
- Technical Assistance Helpline
- What programs are available if you don't have Quality First?
    - » Need to educate directors about services for non-Quality First programs
    - » Lots of Quality First resources you can take advantage of.
- Access- transportation issues
    - » Have to travel, hard to get people out of homes
- Home visiting strategy- need to support our families
- Child Find
- Southwest Human Development
- Senior citizens
- Teen parenting programs
- Library
- Community Center

What are families in the Northeast Maricopa Region currently facing?

- Lack of conversations between parents and children in immigrant families (including Fort McDowell families).
  - » This is especially important for language development but families don't understand the importance.
- Parent education is important.
- Grandparents have an increasingly large role in families.
- Rural families have low education level which affects their parenting style and the lack of importance placed on education.
- There are issues with Department of Economic Security funding, cutbacks, and services no longer available.
- Children going to child care are decreasing (1,100 children 3 years ago and 400 last year) because families can't afford fees, especially with multiple children needing care.
- Offer child care training for 10-17 year olds as they are often caring for their younger siblings.
  - » This is very dangerous as there are predators around.
- Head Start went from ½ day to full day, so they went from accepting 34 children a day to 20 children a day.
  - » Lots of families are on a waitlist and not able to access services.
- Families are experiencing more stressors than ever before.
- Single parent households
  - » Grandparents are filling in.
  - » Grandparents have their own needs as well
- Immunization numbers are down, and autism numbers are up (not connected).
- Teen parents
- Different generation, different priorities
  - » Wikipedia (assumptions) as source of information
  - » Research oriented, but only going to wrong sources
  - » 1 source for all information
- Schools are not set up for working parents to participate in child's education.
- Fear of being seen accessing support
- Transportation to services
- Language barriers- parents don't speak English (9% is small)
- New generation- hard to access families
- Increase in births, especially teen births
- New poor, not experienced don't know where to turn
  - » Need to focus on: North Scottsdale, Cave Creek, Fountain Hill, Fort McDowell
- Stronger immigrant population than realized
  - » Spanish speaking needs
- There is an abundance of technology but there is a lack of use of technology to increase access and other issues.
- Stressed: economics, both parents working
- Stigma of community taking advantage of services

What are the emerging needs of families in the Northeast Maricopa Region?

- A lot of babies are being born so there is an increase in demand for pockets of service.
- Increase in young children being raised by grandparents.
- Population is decreasing because of SB1070.
  - » Things are stabilizing, there are more jobs, and the Department of Economic Security subsidies have decreased.
- Increased in free and reduced lunch recipients.
- Need to send food home with kids on weekends.
- Families who have never had financial problems before, hard to define must have versus need to haves (cable, cell phones, etc.).
- Early identification is critical for special needs.
- Immunizations
- Standardize Kindergarten Readiness assessment.
- Communication between preschools and the community.
- Special needs
  - » Speech/language/audiologists
  - » Paradise Valley
- Affordable quality child care
- Chronic disease (e.g. asthma, diabetes, etc.)
- Availability of school nursing
  - » Entirely a funding issue
  - » How to affect policy?
- Generational and geographical attitude
  - » Scottsdale vs. other
  - » Fountain Hill
- Socioeconomic status, stigma, prejudice
- Services to train parents
  - » Dental issues, importance of attendance at school, basic parenting skills,
  - » Have programs that exist, but need to attract parents, need to infuse into elementary, etc.
- Services for Spanish speaking families
- Immunization and education
- Parent education (don't know what to do)
- More scholarships versus programming
- Children with special needs
  - » Extended care
  - » Transition services
- Dental
- Vision
- Technology and access
- Services

How should the Northeast Maricopa Regional Council disseminate the report?

- Communicate with school health advisory committees in schools that have preschools on site.
- Continue to share information with sites as we are out in the community.
- Could we get a list of services from the group today to be able to pass along these resources to our parents/community?
- Please send out a list of attendees and their contact information. Then we can really connect!
- Information at food markets and Laundromats
- Make report available through website PDF.
- Postcard mailer that says report is available here (online)
- Email report out as PDF.
- Email report to all school principals
- Names and email addresses and who they represent for all participants.
- Facebook, Twitter, a really good commercial that pinpoints what First Things First does
- Develop a contact list including every NE Maricopa First Things First funded organization with a summary of services provided.
- You have to use technology. Almost everyone has it and uses it.
- Please put the PPT presentation out in digital format for council members
- The dissemination needs to be succinct- parents are busy!

Overarching Themes

- Need to increase the number of children in quality child care.
  - » This will improve school readiness data, hopefully help with early identification of special needs, and increase social and emotional development.
- Help families with access to services
  - » Transportation
  - » Language assistance
- Increase awareness of services
  - » Families don't know what is available to them.
  - » The "new poor" especially need help identifying services as they are completely new to the system.
  - » Increased awareness will help decrease stigma of services.
- Parent education classes are needed
  - » Parents don't realize the importance of ECE and Kindergarten readiness
  - » Teach importance of play, social, and emotional development
- Grandparents as caregivers need support
  - » Grandparents have their own needs in addition to the stress of caring for their grandchildren.

5. Conclusion & Recommendations for Next Steps

Follow-up Activities

- Collect information from post-seminar feedback survey.
- Send out materials to all participants.
- Send out roster with contact information, organization, and brief description of organization, to all attendees so networking can take place.

Longer-term Activities

- Develop summary communication pieces around families and priority issues.
- Think about hosting a Turning the Curve Seminar in which ASR will lead the council and its partners through the 7 step RBA process to develop turning the curve results in the areas of early childhood education, health, strong families.

Data Development Agenda

- Review and prioritize data comments and questions.
- Profiles on families at greater risk versus at lesser risk.
- GIS and more specific geographic data.